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Public Perceptions of the American Red Cross in the Heartland Chapter's Service

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**PUBLIC PERCEPTIONS OF THE AMERICAN
RED CROSS IN THE
HEARTLAND CHAPTER'S SERVICE AREA**

March 1987



**Center for Applied Urban Research
College of Public Affairs and Community Service
University of Nebraska at Omaha**



Acknowledgments

This study was conducted by staff members of the Center for Applied Urban Research. Members include Carole M. Davis who coordinated the project and wrote the report. Dr. Russell L. Smith served throughout as advisor and contributed to the interpretation of the data. Alice Schumaker and Dr. David DiMartino reviewed the report. Kathy Darnell assisted in drawing the sample as well as in writing the report. Tim Himburger served as data processing supervisor. Karla Dorsey, Bassey Udah, and Rick Drake entered the data. Joyce Carson and Loni Saunders assisted with word processing. Gloria Ruggiero edited the final report. Special thanks to Mary Tourek, Public Relations Officer at the American Red Cross, for her insights and encouragement throughout the project.

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Executive Summary

The major findings of the survey are as follows:

General Perceptions and Awareness

- The American Red Cross received an excellent rating from almost half of those surveyed (49 percent, N=146).
- The American Red Cross is viewed as a high-performance organization. Overall, 84 percent of the respondents thought the American Red Cross did an excellent (49 percent) or pretty good (35 percent) job of helping people.
- Respondents ranked the American Red Cross second among the seven organizations studied for helping people. Only the Salvation Army ranked higher.
- Most of the survey respondents think of the American Red Cross as an organization that provides international services (52.3 percent).

Patterns of Donating Time and Money

- The American Red Cross was viewed by 35 percent of the respondents as being government funded.
- Among the seven organizations studied, the American Red Cross ranked fifth in the number of respondents who said they had made direct contributions. Only 4 percent of respondents had been asked to donate money. However, 21 percent said they had made a financial contribution to the American Red Cross during the past 12 months.
- Over one-fourth of the respondents (27 percent) had served as volunteers for a nonprofit organization during the past 12 months. Twelve percent of these volunteered for the American Red Cross.
- The major reason respondents volunteered to work for an organization was because "they were asked" (28 percent).

Knowledge and Perception of Activities

- The American Red Cross appears to be reaching the public with its message about the core services and programs it provides.
- Most survey respondents identified the American Red Cross with the following three major activities:
 - Helping victims of natural disasters
 - Collecting blood
 - Providing first aid and CPR training
- Over three-fourths of the survey respondents rated these activities as being very important:
 - Helping victims of natural disasters (97 percent)
 - Collecting blood (96 percent)
 - Providing first aid and CPR training (85 percent)

Blood Donor Patterns and Characteristics

- Nearly 43 percent of respondents had donated blood at some time.
- The largest group of donors were over the age of 50 (21 percent); the next largest group of donors were aged 30-34 (17 percent).
- Almost half of the donors (49 percent) had household incomes from \$15,000 to \$35,000.
- Most donors did not finish college (30 percent had some college; 29 percent were high school graduates).
- Among male respondents, 55.7 percent had donated blood while only 36.5 percent of female respondents had donated blood.
- Only 15 percent of the respondents had been asked to donate blood. However, 67 percent of those who were asked donated blood.
- About 15 percent of the respondents could be considered potential regular donors.

- Over three-fourths of the donors who showed a pattern of giving blood in the past said they had not given blood during the past 12 months.
- Overall, 61 percent of respondents had reservations about the safety of receiving a blood transfusion.
- About three-fourths (74 percent) of the respondents said they would feel unsafe receiving a blood transfusion because they were afraid of contracting AIDS.
- The most common reasons nondonors gave for not donating blood were health problems (29 percent, N=50) and deferred upon trying to donate (21 percent).
- Most respondents preferred to donate blood in the late afternoon and evening.

Use of Services

- Only about 10 percent of respondents had taken a course from the American Red Cross during the past 24 months.
- Survey respondents most often participated in CPR (70 percent), first aid (24 percent), or swimming courses (16 percent).
- Not one respondent had attended health, nutrition, or family care courses.
- Most of the respondents who had taken courses said they would be willing to pay for them (81 percent).
- Eight percent of respondents said they had received disaster assistance or emergency services. Most of these respondents (82 percent) received this help from the American Red Cross.

Introduction

The Center for Applied Urban Research conducted a telephone survey in December 1986, to learn more about general public perceptions of the American Red Cross in the Heartland Chapter's service area. This report presents the results of the survey, and provides an information base which can be used to assist the Heartland Chapter in its organizational planning and decision-making efforts.

Research Design

The following information describes how the survey was conducted.

Population Sample and Method

A systematic random sample of 300 residential telephone numbers and two alternate telephone numbers for each sampled listing was drawn from telephone books covering the Omaha area and Cass County. Sample telephone numbers were drawn proportionately to represent the total number of telephone listings in the three county study area (Douglas, Sarpy, and Cass Counties). Interviews with 300 adults were conducted by trained interviewers at the main office of Midwest Survey Incorporated in Omaha.

The Questions

The survey instrument contained three sections. Survey questions in section I focused on respondents' perceptions of the American Red Cross, competitor organizations, and funding sources. Survey questions in section II probed respondents' perceptions of the importance of American Red Cross services. Many questions in section II also addressed the behaviors, attitudes, and preferences of blood donors and nondonors. Survey questions in section III focused on respondents' use of American Red Cross services (see appendix A for a complete questionnaire).

Accuracy

The sample of 300 has an error level of +/- 5.5 percent associated with it. In other words, for a given survey question, we can be 95-percent confident that if the entire population of the area were interviewed, the results would be within +/- 5.5 percent of the patterns identified in the survey of 300 persons.

The Respondents

Survey respondents tended to be white, graduated from high school or completed some college, in the 30-39 or 50 and older age categories, and had household incomes of \$15,000-\$35,000 annually.

Appendix B compares the survey respondents with all adults in the Omaha Metropolitan Statistical Area (MSA). The sample is generally representative of the Omaha MSA adult population. Only on one demographic characteristic--gender--does the sample depart substantially from that of the area's population profile.

The responses of males and females to all survey questions were compared to assess whether the over-representation of females in the sample biased our ability to make overall assessments of public attitudes and perceptions. Only a few significant differences in response patterns were found and these made theoretical sense. To further assess possible bias, males' and females' responses were weighted to make the number of male and female respondents roughly equivalent with their representation in the Omaha MSA population. Then, responses were again compared by gender and no significant differences were found. Furthermore, the overall response patterns of males and females to particular questions did not alter conclusions drawn from the actual survey respondent base.

These two checks provide reassurance that the larger proportion of females in the survey data base did not limit our ability to make characterizations about general public perceptions of the American Red Cross in the Heartland Chapter's service area. Because males and females rarely differ in their perceptions and attitudes toward the topics addressed in the survey, the findings are unaffected by the over-representation of females.

Findings

Survey questions probed public perception of the American Red Cross. Respondents were asked to rate the American Red Cross on the job it does of helping people. The American Red Cross was compared with six other service organizations and its relationship with the U.S. government was examined. Respondents' patterns of volunteering time and contributing money to nonprofit organizations were also explored.

Overall Ratings of Organizations

Respondents were asked to rate seven community service organizations in their ability to help people (table 1). The American Red Cross received an excellent rating from almost half of those surveyed (49 percent, N=146). Another 35 percent (N=105) believed the American Red Cross did a pretty good job. Only the Salvation Army was rated higher in the job it does of helping people (excellent--56 percent, N=169). All other organizations rated from 11 to 35 percentage points lower than the American Red Cross in the excellent category.

Such a high percentage of favorable responses (84 percent for "excellent" and "pretty good" ratings) indicates that the American Red Cross is indeed viewed as a high-performance organization. Table 2 shows that respondents ranked the American Red Cross second among the seven organizations in overall performance.

Table 1
Respondents' Ratings of Community Service Organizations

Organization	Rating											
	Excellent		Pretty Good		Only Fair		Poor		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
United Services Organization (USO)	34	11	87	29	41	14	8	3	130	43	300	100
American Heart Association	90	30	155	52	16	5	3	1	36	12	300	100
American Red Cross	146	49	105	35	28	9	14	5	7	2	300	100
Salvation Army	169	56	110	37	12	4	0	0	9	3	300	100
YMCA and YWCA	62	21	141	47	35	12	6	2	56	18	300	100
United Way	80	27	130	43	39	13	13	4	38	13	300	100
American Cancer Society	104	35	136	45	26	9	6	2	28	9	300	100

Table 2

Overall Ranking of Organizations

Organization	Ranking
Salvation Army	1
American Red Cross	2
American Heart Association	3
American Cancer Society	4
United Way	5
YMCA and YWCA	6
United Services Organization (USO)	7

Organizations' Relationships to the U.S. Government

Table 3 presents respondents' views about U.S. government funding of the organizations included in the survey. Thirty-three percent of the respondents thought the American Red Cross received U.S. government funding (N=98), and 17 percent were unsure (N=52). Actually, the American Red Cross receives no funding from the U.S. government. Only the USO was perceived by more respondents to be government funded (37 percent, N=110).

Table 3

Respondents' Perceptions of Funding Relationships
between Organizations and the U.S. Government
(Rank Ordered)

Organization	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
United Services Organization (USO)	110	37	93	31	96	32	299	100
American Red Cross	98	33	150	50	52	17	300	100
American Cancer Society	70	23	180	60	50	17	300	100
United Way	50	17	202	67	48	16	300	100
American Heart Association	47	16	193	64	60	20	300	100
Salvation Army	32	11	223	74	45	15	300	100
YMCA and YWCA	30	10	215	72	55	18	300	100

Interestingly, according to a study conducted in 1984 by Louis Harris and Associates, most Americans (51 percent, N=128) think the American Red Cross is funded by the U.S. government. Respondents in the local survey appear to be somewhat better informed about American Red Cross funding sources. Respondents were not questioned about their reasons for thinking that the American Red Cross was government funded.

Financial Contributions to Organizations

Respondents were asked if they had contributed money directly to any of the seven community service organizations listed in table 4 during the past 12 months. The American Red Cross ranked fifth in the number of respondents who said they made direct contributions. Only 21 percent (N=62) gave money to the American Red Cross, 77 percent did not contribute.

Respondents were much more generous in making contributions to the Salvation Army (63 percent, N=189) United Way (63 percent, N=160), American Cancer Society (49 percent, N=146) and the American Heart Association (39 percent, N=117). Only the YMCA/YWCA and the USO fared worse than the American Red Cross.

Table 4
Organizations to Which Respondents Contributed Money
During the Past 12 Months

Organization	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
Salvation Army	189	63	107	36	4	1	300	100
United Way	160	53	131	44	8	3	299	100
American Cancer Society	146	49	147	49	7	2	300	100
American Heart Association	117	39	177	59	6	2	300	100
American Red Cross	62	21	232	77	6	2	300	100
YMCA and YWCA	26	9	268	89	6	2	300	100
United Services Organization (USO)	9	3	282	94	9	3	300	100

Why are respondents not contributing to the American Red Cross when nearly half (49 percent, N=146) of them think that the American Red Cross is doing an excellent job of helping people? Respondents' perceptions or misinformation about the way the American Red Cross is funded may be a reason.

In order to explore this perspective, the relationship between how the American Red Cross was funded and who contributed money was examined. Although this information is not shown, three-fourths of the people who gave money to the American Red Cross (N=43) did not think it was government funded. Therefore, respondents may not be contributing to the American Red Cross because they think it receives government funding and, therefore, has enough money to do its work.

We also examined the relationship between how respondents rated the American Red Cross and how they thought it was funded. Again, the data are not shown but the survey findings reveal that over half of the respondents who gave the American Red Cross a high rating thought it was government funded.

In summary, it appears that the perception that the American Red Cross is government funded has not hurt its rating, but it may have hurt its contributions.

A more likely reason contributions are low may be that the American Red Cross is not communicating to the public that it needs and wants them to contribute money. Other organizations may be doing a better job of soliciting contributions.

Contributions may be increased by developing an effective outreach program to clarify the relationship between the American Red Cross and the U.S. government, and to encourage the public to contribute to the American Red Cross. Studying the outreach strategies of similar organizations could be helpful.

Table 5 presents information on how respondents prefer to make donations to charitable organizations. Most (45 percent, N=130) find it most convenient to mail a check or money order. The next most convenient method is a payroll deduction (29 percent, N=84). Apparently strategies such as door-to-door solicitations or special events are inconvenient for most respondents.

Table 5

Most Convenient Methods for Respondents to Make
Donations to Charitable Organizations

Method	Number	Percent
Mail check or money order	130	45
Payroll deduction	84	29
Volunteer who comes to your door	54	19
Special event (for example, dinner or telethon)	18	6
Other	3	1
Total	289	100

Volunteerism in Nonprofit Organizations

Respondents were asked if they had served as a volunteer for any nonprofit organization during the past 12 months. Although this information is not shown, over one-fourth said they had volunteered (27 percent, N=81).

Respondents had worked as volunteers for six of the seven organizations included in the survey (table 6). Half of the respondents had volunteered for other service organizations (32 percent); church, cultural, or political organizations (14 percent); and other organizations (4 percent).

Volunteers were fairly evenly distributed among the American Heart Association (14 percent), the American Red Cross (12 percent), and the American Cancer Society (11 percent). Although respondents made fewer monetary contributions to the American Red Cross than to some other organizations, they volunteered more time. It appears that the American Red Cross may be more effective in recruiting volunteers than in soliciting contributions.

Respondents' motivations for volunteering were also explored (table 7). The primary reason respondents volunteered to work for an organization was because they were asked (28 percent, N=21).

Table 6

Organizations for Which Respondents Had Performed Volunteer Services

Organization	Number	Percent
American Heart Association	11	14
American Red Cross	10	12
American Cancer Society	9	11
Salvation Army	3	4
YMCA and YWCA	5	6
United Way	3	4
Other service organizations	26	32
Church, cultural, or political	11	14
Others (for example, hospitals, colleges)	3	4
Total	81	101

Table 7

Respondents' Reasons for Performing Volunteer Work
for an Organization

Reason	Number	Percent
They asked me	21	28
They do good work/I believe in it	19	25
It's my duty	10	13
They helped me/my friends/family	7	9
It's related to my work	6	9
I'm a member of the organization	3	4
Other	10	13
Total	76	100

One-fourth said they volunteered because they believed in the organization and thought it did good work (25 percent, N=19). Several respondents commented that they felt the organization of their choice served the community well or provided a good service.

The next most common response given by volunteers was "it's my duty" (13 percent, N=10). This group believed that it was important to "help the less fortunate in their community" and they "wanted to do their share."

Nine percent (N=7) of the respondents volunteered because the organization had "helped them, their family or friends." Another nine percent volunteered because the work was "related to their job" (N=7).

Respondents patterns of donating money and volunteering time were further explored in a follow-up question. Respondents were asked if they had been contacted within the last 30 days to donate money or to do volunteer work (table 8). At first glance, results were not encouraging. Ninety-five percent (N=284) of the respondents said they had not been reached with a request for money. Likewise, almost 97 percent (96.7 percent, N=290) said they had not been asked to volunteer.

One explanation for such a poor response may be the timing of the survey. Respondents were interviewed during December, a time when marketing activities usually are not at their highest and when respondents are most open to such requests.

Questions asked prior to the follow-up question indicated a more favorable level of participation on the part of respondents. As you may recall, over the past 12 months, 21 percent said they had contributed money to the American Red Cross and 12 percent said they had volunteered their time and skills. Participation was apparently unsolicited.

Table 8

Respondents Who Were Asked To Donate Money or Time
to the American Red Cross within the Past 30 Days

Item solicited	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
Money	14	4	284	95	2	1	300	100
Time	9	3	290	97	1	3	300	100

The American Red Cross could benefit from being more specific about its need for donations of time and money. While it appears that respondents are being reached in a very general way, there is not enough individual contact.

Respondents' Knowledge and Perception of American Red Cross Services and Activities

Section II of the survey contained questions which addressed respondents' knowledge and perception of American Red Cross activities and services. Respondents were asked their opinions about the importance of these activities. This section also contained nine questions about the collection of blood, a core activity of the American Red Cross. In particular, the survey inquired about donor and nondonor behaviors, attitudes, and preferences.

Knowledge of American Red Cross Activities

In an open ended question, with no prompting, respondents were asked what activities came to mind when they thought of the American Red Cross. Respondents perceived the American Red Cross as being involved in six major activities: disaster assistance, distributing blood, collecting blood, helping those in need, providing training courses, and helping military personnel (table 9).

Table 9

Activities Respondents Associate with the American Red Cross

Activity	Number	Percent
Disaster assistance	128	43
Distributing blood	49	16
Collecting blood	45	15
Helping those in need	19	6
Training courses	14	5
Helping military personnel	13	4
Other services/activities	11	4
Don't know	18	6
Negative comments	3	1
Total	300	100

Most respondents thought the major activity of the American Red Cross was helping victims of natural disasters (43 percent, N=128). Only six percent (N=18) of the respondents did not know what activities the American Red Cross performed.

A follow-up question revealed that most could identify a second activity of the American Red Cross. Although this information is not shown, disaster assistance, distributing blood, and collecting blood were the activities identified most often. Helping military personnel moved up from sixth to second place in response to the follow-up question.

Perceptions of American Red Cross Activities

In a follow-up question, respondents were read a list of 19 activities and asked whether they knew if the American Red Cross was involved in any of them. Again, helping victims of natural disasters and collecting blood were the two activities most frequently associated with the American Red Cross by survey respondents.

Over 50 percent of survey respondents associated 13 of the 19 activities with the American Red Cross. Table 10 categorizes the activities as having "high," "moderate," or "low" association with the American Red Cross.

Those activities receiving high association (80-90 percent of survey respondents) were disaster assistance, collecting blood, providing first aid and CPR training, providing international relief and assistance, helping people whose homes have been destroyed by fire, teaching swimming and lifesaving, and providing emergency assistance to the poor or homeless.

Those activities receiving moderate association (50-77 percent of survey respondents) were educating the public on health issues, helping veterans or members of the armed forces and their families, educating the public about Acquired Immune Deficiency Syndrome (AIDS), providing services to the homeless and the disadvantaged, working with youth, and sponsoring health fairs.

The following were perceived by less than half of the respondents as being American Red Cross activities: providing organs and tissues for human transplants (41 percent, N=123) and supporting medical research (36 percent, N=108). More publicity may be needed to generate additional awareness and support of these activities.

Table 10

Respondents' Perceptions of Activities That Are Carried Out
by the American Red Cross

Association/activity	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
¹ High:								
Helping victims of natural disasters	296	98	1	1	3	1	300	100
Collecting blood	295	98	2	1	3	1	300	100
Giving first aid and CPR training	287	96	2	1	11	3	300	100
Providing international relief and assistance	274	91	5	2	21	7	300	100
Helping people whose homes have been destroyed by fire	261	87	20	7	19	6	300	100
Teaching swimming and lifesaving	252	84	17	6	31	10	300	100
Providing emergency assistance to the poor or homeless	239	80	30	10	31	10	300	100
² Moderate:								
Educating the public on health issues	231	77	37	12	32	11	300	100
Helping veterans or members of the Armed Forces and their families	229	76	35	12	36	12	300	100
Educating the public about Acquired Immune Deficiency Syndrome (AIDS)	225	75	33	11	42	14	300	100
Providing services to the homeless and the disadvantaged	196	66	43	14	61	20	300	100
Working with youth	173	58	67	22	60	20	300	100
Sponsoring health fairs	151	50	54	18	95	32	300	100
³ Low:								
Providing organs and tissues for human transplants	123	41	62	21	115	38	300	100
Supporting medical research	108	36	81	27	111	37	300	100

¹High = association by 80-98 percent of respondents.

²Moderate = association by 50-80 percent of respondents.

³Low = association by less than 50 percent of respondents.

Table 11 indicates that not all of the activities associated with the American Red Cross are carried out by it. For the most part, however, respondents' perceptions fit the reality, that is, most respondents appear to know what the American Red Cross is doing. Overall, it appears that promoting specific activities may be difficult because the American Red Cross provides a variety of unrelated services.

Only one activity is greatly associated with the American Red Cross but is not one of its activities--"providing services to the elderly" (70 percent, N=211). Although the elderly are served indirectly, the Red Cross provides no programs geared specifically to them.

Table 11
Respondents' Perceptions of Activities That Are Not
Carried Out by the American Red Cross

Activity	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
Providing services to the elderly	211	70	44	15	45	15	300	100
Providing services to educate, train, or help poor people to help themselves	120	40	66	22	114	38	300	100
Taking political or social action to influence public policy	22	7	173	58	105	35	300	100
Supporting theater, music, or other cultural activities	14	5	166	54	120	40	300	99

Importance of American Red Cross Activities

Respondents were read a list of seven activities in which the American Red Cross was involved and asked to rate the importance of each activity. Table 12 shows that most respondents perceive all seven to be "very

important." These activities include helping victims of natural disasters (97 percent), collecting blood (96 percent), providing first aid and CPR training (85 percent), providing health education (74 percent), providing education about AIDS (72 percent), and working with veterans and members of the armed forces and their families (65 percent).

In summary, it appears that the American Red Cross is reaching the public with its message about core services and programs. Most respondents consistently identified the American Red Cross with three activities, helping victims of natural disasters, collecting blood, and providing first aid and CPR training, and it was given a high approval rating by respondents for the services provided.

Table 12
Respondents' Rating of the Importance
of American Red Cross Activities

Activity	Responses							
	Very Important		Moderately Important		Not Important		Total	
	No.	%	No.	%	No.	%	No.	%
Helping the victims of hurricanes, floods, and other natural disasters	291	97	9	3	0	0	300	100
Collecting blood	288	96	10	3	2	1	300	100
Giving training in first aid and CPR	254	85	46	15	0	0	300	100
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure)	221	74	79	26	0	0	300	100
Educating the public about AIDS	216	72	72	24	12	4	300	100
Providing international relief and assistance	211	70	78	26	11	4	300	100
Helping veterans or members of the Armed Forces and their families	196	65	95	32	9	3	300	100

Characteristics of Blood Donors

Although this information is not shown, nearly 43 percent (N=128) of survey respondents said "yes" when asked, "Have you ever donated blood?" A review of the demographics of blood donors shows that the greatest proportion of donors were in the over 50 age group (21 percent), followed by those aged 30-34 (17 percent). Household incomes ranged between \$15,000 to \$35,000 (49 percent), with 19 percent of the donors reporting household incomes of from \$7,500 to \$15,000. A little over half (55 percent) worked full time, and 18 percent were retired. Most did not finish college (30 percent had some college and 29 percent had graduated from high school). Although most were married (70 percent), 14 percent were single, and 8 percent were widowed. Among male respondents, 55.7 percent had donated blood, while only 36.5 percent of female respondents had donated blood.

Table 13 provides a profile of blood donors included in the survey. This information could help the American Red Cross develop outreach programs and identify target audiences.

Table 13

Characteristics of American Red Cross Blood Donors

Characteristic	Percent
<hr/>	
Age:	
18-24	11
25-29	16
30-34	17
35-39	11
40-44	4
45-49	10
50-64	21
65+	11
Race:	
White	94
Black	3
Asian	.7
Native American	1
Hispanic	1

-continued

Table 13 - continued

Characteristics of American Red Cross Blood Donors

Characteristic	Percent
Household income:	
\$ 7,500 or less	6
\$ 7,501 to \$15,000	19
\$15,001 to \$25,000	23
\$25,001 to \$35,000	26
\$35,001 to \$50,000	16
\$50,001 plus	10
Education:	
Grades 1-11	6
High school graduate	29
Some college	30
College graduate	21
Post graduate	15
Employment status:	
Full-time	55
Part-time	10
Retired (not employed)	18
Not employed because a student or disabled	3
Full-time homemaker	9
Not employed for other reasons	5
Marital status:	
Single	14
Married	70
Divorced	7
Widowed	8
Separated	1
Occupation:	
Managerial/professional	20
Technicians/sales/administrative	32
Service	22
Precision/crafts/repair	7
Machine operator/laborer	12
Farm, forest, and fishery	0
Military	7

Asking People to Donate Blood

Only 15 percent (N=46) of the 300 respondents in the sample reported they had been asked to donate blood through the American Red Cross. This percentage was much lower than the 42 percent who said they had been asked to donate blood during a national survey conducted in 1984 by Louis Harris and Associates. The percentage seems even lower when compared with the 84 percent who said they had not been asked to donate blood. Respondents were not questioned about how they were approached, and it is possible that many of the respondents had heard radio or television blood appeals or received mailings from the Heartland Chapter. Implications are that the American Red Cross is currently relying on people to come to them, rather than looking for blood donors.

The relationship between the number of respondents who said they gave blood and the number of respondents who said they were asked to give blood was examined (table 14). Only one-fourth (24.2 percent, N=31) of those who donated blood had been asked to give; the remaining three-fourths gave on their own accord. However, 67 percent (N=31) of those who were reached, donated blood. While the number of respondents is small, it suggests the potential power of direct requests for blood donations.

Table 14

Relationship Between Blood Donations and Requests for Blood Donations

Have you been asked to give blood?	Have you donated blood?		
	Yes	No	Total
Yes:			
Number	31	15	46
Percent	67.4	32.6	100.0
No:			
Number	96	155	251
Percent	38.2	61.8	100.0

Donor's Patterns of Giving Blood

Table 15 shows respondents' patterns of blood donations over their lifetimes (eight donations or units represent 1 gallon of blood). Over two-thirds of the respondents said they had given blood from one to eight times during their lifetimes (67 percent, N=87). However, a sizeable proportion had donated blood nine or more times (35 percent, N=41). Although it is impossible to predict behavior, it appears that this group may have established a habit of giving blood and might be considered potential regular donors.

This group represents about 13.6 percent of the total sample. Given the error limits of the sample, somewhere between 8 and 19 percent of the Heartland Chapters service area population could be considered potential regular donors.

Table 15

Number of Times Respondents Donated Blood During Their Lifetimes

Donations* (units)	Number	Percent
1-8	87	67
9-16	21	17
17-24	9	7
25-32	1	1
33-40	2	2
41-48	2	2
57-64	2	2
73-80	2	2
97-104	1	1
Over 105	1	1
Total	128	101**

*Eight units equal 1 gallon of blood.

**Does not equal 100 percent due to rounding.

Table 16 presents information on the number of times respondents reported giving blood during the past 12 months. As can be seen, the proportion of the sample reporting donating blood declined drastically. Over three-fourths of those showing a pattern of giving in the past said they had not given blood during the past 12 months, another 10 percent gave only once, and only 5 percent gave three or more times during the past 12 months.

Inquiries into whether respondents would feel safe receiving a blood transfusion today showed that most would not (table 17). Overall, 61 percent of respondents said they had reservations about the safety of receiving a blood transfusion today.

Table 16

Number of Times Respondents Donated Blood During the Past 12 Months

Donations	Number	Percent
None	100	78
1	12	10
2	9	7
3	3	2
4	3	2
5	0	0
6	0	0
7	0	0
8	1	1
Total	128	100

Table 17

Respondents' Perceptions of the Safety of Receiving a Blood Transfusion

Response	Number	Percent
Safe	116	39
Not safe	128	43
Not sure	56	18
Total	300	100

When respondents were asked why they would not feel safe receiving a blood transfusion, 74 percent (N=96) said they were afraid of contracting AIDS. Another 22 percent (N=28) feared contamination from other diseases, such as hepatitis (table 18).

Table 18

Reasons Respondents Would Not Feel Safe Receiving a Blood Transfusion

Reason	Number	Percent
Fear of AIDS	96	74
Fear of contamination	28	22
Other	4	4
Total	128	100

It appears that the American Red Cross needs to dispel myths associated with the donation of blood. Answering donors basic medical questions by conducting educational campaigns may help.

Characteristics of Nondonors

Nearly 57 percent (56.7 percent, N=170) of the respondents surveyed said they had never donated blood. Table 19 presents respondents reasons for not giving blood.

As can be seen, 29 percent of this group (N=50) believed they had health problems that would prevent them from giving blood. These respondents said they had been told by their doctors that they were medically disqualified. Others were more specific, stating they were iron deficient or diabetic. Although this information is not shown, more women than men disqualified themselves because of health reasons.

Twenty-one percent (N=35) said they had been temporarily or permanently deferred when they tried to donate blood. Respondents indicated they were temporarily deferred because of conditions such as low body weight (under 110 pounds). Others were permanently deferred because they had diseases such as hepatitis or malaria. The next most common reason respondents

Table 19

Respondents' Reasons for Not Giving Blood

Reason	Number	Percent
Health problems	50	29
They won't take mine	35	21
Fear of needles/blood	24	14
Haven't taken the time	11	6
I wasn't asked	10	6
Never thought about it	10	6
I'm too old	3	2
Fear of contamination	2	1
Other	3	2
Don't know	22	13
Total	170	100

stated for not giving blood was a fear of needles and the sight of blood (14 percent, N=24). These respondents simply stated they were afraid and avoided situations involving needles.

Most of the remaining respondents did not give a specific reason for not donating blood. In fact, 13 percent said they did not know why they had not donated. Collectively, those who "haven't taken the time " (6 percent, N=11), "were not asked" (6 percent, N=10), "never thought about it" (6 percent, N=10), "don't know" (13 percent, N=22), and offered other reasons (2 percent, N=3) accounted for 34 percent of the nondonors. It appears that this group did not consciously decide not to give blood and, in fact, are potential first time donors.

Six percent (N=10) of the nondonors thought they had to be asked to donate blood.

Respondents who said they had never given blood were asked if they would consider giving blood (N=170). Although this information is not shown, 44 percent (N=74) said "yes," and 20 percent (N=35) were "unsure." Within this group, 44 percent represent potential first time donors, while those who said they were "unsure" have not made a final decision not to give blood. An

obvious question is, how can a group of apparently willing donors be recruited most effectively?

Location and Time

Providing convenient locations and times for potential donors to give blood may help increase donor participation. Two questions in the survey address these issues.

Respondents who had donated blood during the past 12 months (N=33) were asked to identify where they had donated blood (table 20). Although the numbers are small and should be viewed with caution, some helpful information was identified.

Responses were fairly evenly distributed among four locations: The American Red Cross Center (24.4 percent, N=8), a military unit (21.2 percent, N=7), a local hospital (21.2 percent, N=7), and at school (21.2 percent, N=7). Few people reported donating at work, but we do not know if some sites were also donors workplaces.

It appears that people are willing to exert the time and effort to travel to a location to donate blood. Perhaps donors identify the American Red Cross Center, a hospital, or a school as more appropriate settings for donating blood than the workplace. These observations should be compared with the results of current marketing strategies.

Table 20

Locations Where Respondents Donated Blood During the Past 12 Months

Location	Number	Percent
American Red Cross Center	8	24.4
Military unit	7	21.2
Local hospital	7	21.2
At work	2	6.0
At school	7	21.2
Some other organization	2	6.0
Total	33	100.0

Table 21 shows respondents' preferences for the time of day they find most convenient for donating blood. This question was answered by the 128 respondents who said they gave blood and the 74 respondents who said they would consider giving blood. The table shows more than 202 responses because some respondents gave multiple responses. One-fourth of the respondents said they preferred to give blood in the late afternoon (24 percent, N=52), 19 percent (N=41) preferred evenings, and 16 percent (N=36) preferred mornings.

Table 21
Convenient Times for Respondents to Give Blood

Time	Number	Percent
Early morning	36	16
Late morning	29	13
Early afternoon	32	14
Late afternoon	52	24
Evenings	41	19
Weekends	32	14
Total	222*	100

*Some respondents gave multiple answers.

Use of Services

Respondents were questioned about their participation in American Red Cross courses and their use of specific services. For example, respondents were asked if they had taken any American Red Cross courses during the past 2 years. Only 9 percent (N=26) of the 300 survey respondents said they had (table 22). The respondents had taken CPR, first aid, or swimming classes, (table 23). Some respondents had taken more than one course. CPR was the course taken most often by respondents (70 percent, N=23), followed by first aid (24 percent, N=8) and swimming (6 percent, N=2). Not one person said they had attended health, nutrition, or family care courses.

Table 22

Respondents Who Said They Had Taken American Red Cross Courses
during the Past 24 Months

Response	Number	Percent
Yes	26	9
No	271	90
Not sure	3	1
Total	300	100

Table 23

American Red Cross Courses Taken by Respondents

Course	Number	Percent
CPR	23	70
First aid	8	24
Swimming	2	6
Total	33*	100

*Some respondents gave multiple responses.

The effectiveness of current programs and marketing strategies may need further assessment. The low percentage of respondents participating in American Red Cross programs may indicate that a potential market is being overlooked. Furthermore, programs and courses being offered through workplaces may not be reaching their intended audiences.

Consideration should also be given to particular programs to determine their relative importance to the overall organization. Programs may attempt to address too many needs at the expense of agency goals.

Finally, the 26 respondents who had taken American Red Cross courses were asked if they would be willing to pay for them. Most of the respondents (81 percent, N=21) said they would. Eight percent (N=2) indicated that they had paid for the courses they attended (table 24). Although the

numbers are small, it appears that respondents would not object to paying for courses that were important to them. Respondents were not asked how much they would be willing to pay for courses.

All 300 survey respondents were asked if they had ever received disaster assistance or emergency services. Although this information is not shown, eight percent (N=24) said that they had. These 24 respondents were asked to identify the organizations that provided assistance (table 25). Some respondents gave multiple responses, but most respondents (82 percent, N=22) had received help from the American Red Cross. The Salvation Army (7 percent, N=2), governmental agencies (7 percent, N=2), and religious organizations (4 percent, N=1) also were mentioned.

Table 24

Respondents' Willingness to Pay for American Red Cross Courses

Response	Number	Percent
Yes	21	81
No	2	8
Not sure	1	3
Have paid	2	8
Total	26	100

Table 25

Organizations From Which Respondents Received Disaster Assistance

Organization	Number	Percent
American Red Cross	22	82
Salvation Army	2	7
Government agency	1	4
Religious organization	2	7
Other	0	0
Total	27*	100

*Some respondents gave multiple responses.

It appears that respondents think the American Red Cross is the organization they can depend on more than any other to provide disaster assistance and emergency services. As you may recall, "helping victims of natural disasters" was cited by respondents as the major activity of the American Red Cross, and 100 percent of respondents rated this service as "very important" or "moderately important."

Overall, respondents view the American Red Cross as an organization that provides international services (52.3 percent, N=156). Another 38.3 percent (N=114) view it as an organization that serves the entire United States. Only 9.4 percent (N=28) see the American Red Cross as an organization which focuses on service to local communities (table 26). Public perceptions that the American Red Cross does not serve the local community may effect the use of local programs and services.

If the public does not see the American Red Cross as a community oriented organization, individuals may not consider American Red Cross programs when they are seeking information or assistance. Moreover, marketing strategies at the local level may be ineffective if they are perceived as not applying to the local community.

Perhaps, consideration should be given to increasing residents' awareness of local American Red Cross activities. Marketing strategies which stress specific programs and services could be introduced to improve the perception of the American Red Cross as a community organization as well as a national and international organization.

It appears that the perception that the American Red Cross is not primarily a local service organization has not inhibited people from donating money. When the relationship between how the American Red Cross was perceived and who contributed money was examined, we found that over half of the people who gave money to the American Red Cross viewed it as an international organization (53.2 percent, N=33). Another 37 percent of contributors viewed the American Red Cross as a national organization.

Table 26

Respondents' Perceptions of the American Red Cross

Response	Number	Percent
An organization that provides international services	156	52.3
An organization that serves the United States as a whole	114	38.3
An organization that provides services in your community	28	9.4
Total	298	100.0

Conclusions and Recommendations

Several findings suggest actions that might be taken to improve planning and delivery of services to constituents. The most important are reported below.

Benefit from Your Positive Image

The American Red Cross is perceived by the general public as being a high-performance organization. Nearly half of those surveyed rated it as doing an excellent job of helping people.

Moreover, the American Red Cross appears to be reaching the public with its message about its core activities and services. In particular, respondents consistently identified helping victims of disasters, collecting blood, and providing first aid and CPR training as the three major activities of the American Red Cross. All three activities were rated "very important" by survey respondents.

Publicity efforts may need to be targeted at areas that are not generally viewed as American Red Cross activities, such as, providing organs and tissues for human transplants and supporting medical research. However, the promotion of specific activities may be difficult because the American Red Cross is performing a variety of unrelated activities.

Ask People to Give

Survey findings suggest that the American Red Cross has been very successful in informing the public about many of its services and activities. However, they also suggest that it has not done a good job of communicating its need for money, donors, and volunteers.

Only 4 percent of survey respondents had been reached with a request for a monetary donation, only 3 percent had been asked to volunteer time, and only 15 percent had been asked to give blood. Asking people to give appears to bring results. Respondents said the major reason they volunteered to work for an organization was because they "were asked." Sixty-seven percent of survey respondents who were reached with a request to donate blood said they "gave."

Recruitment efforts and fundraising methods could benefit from more aggressive campaigns. In view of the public's favorable image of the American Red Cross, a direct approach should net results.

Steps should be taken to dispel the myths surrounding the donation of blood. Giving potential donors answers to basic medical questions through educational programs which address their fears may increase blood donations. Methods of recruiting new donors and retaining former donors should be reviewed. Donor records could be used to identify potential donors. Finally, make it convenient for people to donate blood. Survey findings show that most people prefer to donate blood in the late afternoon or evening.

Clarify Funding Misconceptions

Study findings suggest some survey respondents were misinformed about American Red Cross funding sources. About half thought it was government funded. Findings further revealed that three-fourths of those who gave to the American Red Cross did not think it was government funded.

Respondents were much more generous in their contributions to four other nonprofit organizations. Respondents may not be contributing because they think the American Red Cross receives government funds and, therefore, has enough money to do its work.

Contributions may be increased by developing effective outreach strategies to clarify the perceived relationship between the American Red Cross and the

U.S. government and to encourage the public to contribute by being more specific about the organization's need for money. Studying the outreach strategies of other organizations may also be useful.

Reassess Services

Survey findings suggest that some segments of American Red Cross services are underutilized. Only 9 percent of survey respondents had taken courses. Respondents participated in CPR, first aid, and swimming courses, but no one attended health, nutrition, or family care courses. The American Red Cross was associated with disaster assistance and emergency services more than any other organization.

The American Red Cross may attempt to address too many needs at the expense of individual programs. Services should be reviewed to determine their relative importance to the organization's overall goals.

The low participation in American Red Cross programs indicates that a potential market is being overlooked. Current market strategies need to be assessed and program effectiveness evaluated.

Focus on Community

Survey findings show only 9.4 percent of survey respondents perceive the American Red Cross as a community oriented organization. Public perceptions that the American Red Cross is not primarily a community organization may impact the use of certain programs and services. The public may turn to other, more recognized, local service organizations when seeking some types of information or assistance.

Marketing strategies which stress specific programs and services could be used to improve the perception of the American Red Cross as a community organization as well as a national and international organization.

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Appendices

Appendix A

Questionnaire for American Red Cross Telephone Survey

PART A

SAY

Now I'm going to ask you a few questions
about several community service organizations.

1. First, I'm going to read you a list of
community service organizations.
As I read each one think about
the activities associated with
that organization then rate it
as excellent, pretty good, only
fair, or poor in the job you think
it does of helping people.

READ EACH ORGANIZATION.
ASK, WOULD YOU RATE IT AS EXCELLENT,
PRETTY GOOD, ONLY FAIR, OR POOR IN
THE JOB IT DOES OF HELPING PEOPLE?

ROTATE THE ORGANIZATION WITH
EACH NEW RESPONDENT.

	Excellent	Pretty Good	Only Fair	Poor	Not Sure
1. USO (United Services Organization)...	1	2	3	4	5
2. American Heart Association.....	1	2	3	4	5
3. American Red Cross.....	1	2	3	4	5
4. Salvation Army.....	1	2	3	4	5
5. YMCA or YWCA.....	1	2	3	4	5
6. United Way.....	1	2	3	4	5
7. American Cancer Society.....	1	2	3	4	5

2. Which, if any, of these organizations do you think is funded by the U.S. government? What about (Read Organizations).

ROTATE THE ORGANIZATION WITH EACH NEW RESPONDENT.

	Yes	No	Not Sure
1. USO (United Services Organization).....	1	2	3
2. American Heart Association.....	1	2	3
3. American Red Cross.....	1	2	3
4. Salvation Army.....	1	2	3
5. YMCA or YWCA.....	1	2	3
6. United Way.....	1	2	3
7. American Cancer Society.....	1	2	3
8. None.....	1	2	3

3. Which organizations, if any, have you directly contributed money to over the past 12 months?

	Yes	No	Not Sure
1. USO (United Services Organization).....	1	2	3
2. American Heart Association.....	1	2	3
3. American Red Cross.....	1	2	3
4. Salvation Army.....	1	2	3
5. YMCA or YWCA.....	1	2	3
6. United Way.....	1	2	3
7. American Cancer Society.....	1	2	3
8. None.....	1	2	3

IF RESPONDENT DOES NOT CONTRIBUTE TO CHARITABLE ORGANIZATIONS, SKIP TO QUESTION 5.

4. What is the most convenient way for you to make a donation to a charitable organization?

ROTATE ITEMS WITH EACH NEW RESPONDENT.

Through a special event (e.g., dinner or telethon).....	1
Through a payroll deduction.....	2
Through a volunteer who comes to your door.....	3
By mailing in a check or money order.....	4
Other	5

RECORD WORD FOR WORD

5. During the past 12 months have
you served as a volunteer for
any non-profit organization?

Yes 1

IF YES, ASK QUESTION 6.

No 2

IF NO, SKIP TO QUESTION 8.

6. What is the name of the
organization?

WRITE OUT _____

7. [If other than a church, a cultural
or political organization] Why did
you choose to do volunteer work
for this organization?

RECORD WORD FOR WORD _____

PROBE

Any other reasons? _____

CLARIFY _____

PART B

Now I'd like to ask you a few questions
about the American Red Cross.

8. What activities come to mind when
you think of the American Red Cross?

RECORD WORD FOR WORD _____

PROBE

Anything else? _____

9. Now, I'm going to read you a list of
activities. Please tell me, as far
as you know, if the American Red Cross
is involved in any of them.

READ EACH ITEM

	Yes	No	Not Sure
1. Supporting medical research.....	1	2	3
2. Educating the public on health issues.....	1	2	3
3. Helping victims of natural disasters.....	1	2	3
4. Giving first aid and CPR training.....	1	2	3
5. Providing organs and tissues for human transplants.....	1	2	3
6. Providing emergency assistance to the poor or homeless.....	1	2	3
7. Collecting blood.....	1	2	3
8. Providing services like education and training to help poor people help themselves.....	1	2	3
9. Helping veterans or members of the Armed Forces and their families.....	1	2	3
10. Providing international relief and assistance.	1	2	3
11. Supporting theater, music or other cultural activities.....	1	2	3
12. Taking political or social action to influence public policy.....	1	2	3
13. Providing services to the elderly.....	1	2	3
14. Working with youth.....	1	2	3
15. Helping people whose homes have been destroyed by fire.....	1	2	3
16. Teaching swimming and lifesaving.....	1	2	3
17. Educating the public about AIDS (Acquired Immune Deficiency Syndrome).....	1	2	3
18. Health fairs.....	1	2	3
19. Providing services to the homeless and the disadvantaged.....	1	2	3

10. Now I'm going to read a list of activities in which the Red Cross is involved. Please tell me whether you think the activity is very important, moderately important, or not important.

ASK: DO YOU THINK, READ EACH ITEM
IS VERY IMPORTANT, MODERATELY
IMPORTANT, OR NOT IMPORTANT?

	Very Important	Moderately Important	Not Important
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure, etc.).....	1	2	3
Helping veterans or members of the Armed Forces and their families.....	1	2	3
Helping the victims of hurricanes, floods, and other natural disasters....	1	2	3
Collecting blood.....	1	2	3
Giving training in first aid and CPR...	1	2	3
Providing international relief and assistance.....	1	2	3
Educating the public about AIDS.....	1	2	3

11. Within the last 30 days, has anyone asked you, either in person, by telephone, or by mail to donate money to the American Red Cross? Or to volunteer for the American Red Cross?

	Yes	No	Not Sure
Money	1	2	3
Volunteer	1	2	3

12. Has anyone asked you to give blood through the American Red Cross?

Yes	No	Not Sure
1	2	3

13. Have you ever donated blood?

Yes

1

IF YES, SKIP TO QUESTION 16
AND PROCEED.

No

2

IF NO, SKIP TO
QUESTION 14.

Not Sure 3

IF NOT SURE, SKIP TO
QUESTION 15.

14. Please tell me why you have
not given blood?

RECORD WORD FOR WORD

15. Would you ever consider giving blood?

Yes

No

Not
Sure

1

2

3

IF YES, GO TO
QUESTION 19.

16. How many times have you given blood
in your lifetime?

WRITE IN EXACTLY HOW MANY TIMES.

17. How many times have you given blood
within the last 12 months?

WRITE IN EXACTLY HOW MANY TIMES.

18. At what locations have you donated blood during the past 12 months?

WRITE IN RESPONSE [AND CHECK FROM LIST BELOW]

DO NOT READ RESPONSES
UNLESS REQUESTED.

Red Cross Blood Center.....1
Military unit.....2
Local hospital.....3
At work.....4
At school.....5
Community center (church,
city hall, etc.).....6
Some other organization
(specify).....7
Not sure.....8

19. At what time of day would it be most convenient for you to give blood?

	Yes	No
Early morning	1	2
Late morning	1	2
Early afternoon	1	2
Late afternoon	1	2
Evenings	1	2
Weekends	1	2

20. Would you feel safe receiving a blood transfusion today?

Yes 1

IF YES, GO TO QUESTION 22.

No 2

IF NO, GO TO QUESTION 21.

Not Sure 3

GO TO QUESTION 22.

21. Why would you not feel safe receiving a blood transfusion?

RECORD WORD FOR WORD

PART C

Next I'd like to ask you a few questions about Red Cross courses and services.

22. Within the last 24 months, have you taken any courses from the American Red Cross? Include courses in which you used Red Cross materials and received a Red Cross certificate regardless of whether you took the course at your worksite or elsewhere.

Yes

1

IF YES, ANSWER QUESTION 23.

No

2

IF NO, SKIP TO QUESTION 25.

Not Sure 3

GO TO QUESTION 25.

23. What courses have you taken?

CIRCLE RESPONSES FROM LIST BELOW.

1. First aid
2. CPR
3. Swimming
4. Water safety instructor/lifesaving
5. Boating safety
6. Preparation for parenthood (childbirth and baby care)
7. Babysitting
8. Parenting
9. Adoptive parenting
10. Nutrition
11. Other (write in) _____

24. Would you have been willing to pay for the Red Cross courses you have taken?

Yes	No	Not Sure	Have Paid
1	2	3	4

25. Have you ever received disaster assistance or emergency services?

Yes 1

IF YES, ANSWER QUESTION 26.

No 2

IF NO, SKIP TO QUESTION 27.

26. From which of the following organizations did you receive assistance?

	Yes	No	Not Sure
The American Red Cross.....	1	2	3
The Salvation Army.....	1	2	3
Government Agency.....	1	2	3
A religious organization.....	1	2	3
Other (write in) _____	1	2	3

27. Do you think of the American Red Cross more as

READ THESE AND CIRCLE
ONLY ONE NUMBER.

An organization that provides
services in your community.....1
An organization that serves
the U.S. as a whole.....2
An organization that provides
international services.....3

PART D

Now I have just a few questions for statistical purposes.

28. Are you

READ LIST

Employed full-time.....1

GO TO QUESTION 29.

Employed part-time.....2

GO TO QUESTION 29.

Retired, not employed.....3

Not employed because a
student or disabled.....4

SKIP TO QUESTION 30.

Full-time homemaker.....5

Not employed for other
reasons.....6

Refused.....7

GO TO QUESTION 30.

29. What kind of work do you normally do?

RECORD WORD FOR WORD; THEN
PROBE, IF NEEDED, TO FIT
OCCUPATION INTO FOLLOWING
SCHEME.

DO NOT READ

Managerial/professional (with
teachers and engineers.....1
Technicians/sales/administrative
support (with secretaries and clerks)..2
Service (with food/health/cleaning/
protective and personal services).....3
Precision/crafts/repair (with mechanics,
construction, tool and die,
electricians).....4
Machine operators/laborers
(with transportation).....5
Farm, forest, and fishery.....6
Military.....7

30. Are you single, married,
divorced, widowed, or
separated?

Single.....1
Married.....2
Divorced.....3
Widowed.....4
Separated.....5
Refused.....6

31. How many people, adults and
children) live in your
household?

1.....1
2.....2
3.....3
4.....4
5 or more.....5
Refused6

32. What is the last year of
school you have completed?

Less than high school grades 1-11.....1
High school graduate (grade 12).....2
Some college (grades 13-15).....3
College graduate (grade 16).....4
Post graduate (grade 17 and over).....5

33. How old are you?

18 to 20.....1
21 to 24.....2
25 to 29.....3
30 to 34.....4
35 to 39.....5
40 to 44.....6
45 to 49.....7
50 to 64.....8
65 and over.....9
Refused.....10

34. Which of the following income categories best describes your total 1985 household income? Stop me when I reach your Category. Was it (READ LIST)?

<p>INTERVIEWER: TOTAL HOUSEHOLD INCOME BEFORE TAXES FROM ALL SOURCES</p>
--

\$7,500 or less.....	1
\$7,501 to \$15,000.....	2
\$15,001 to \$25,000.....	3
\$25,001 to \$35,000.....	4
\$35,001 to \$50,000.....	5
\$50,001 or over.....	6
Not sure.....	7
Refused.....	8

35. Are you white, black, Asian (oriental) American Indian, or hispanic?

White.....	1
Black.....	2
Oriental/Asian Pacific Islander.....	3
American Indian or Alaskan native....	4
Other.....	5
Refused	6

This completes the interview. Thank you very much for your assistance.

Appendix B American Red Cross Telephone Survey

PART A

SAY

Now I'm going to ask you a few questions
about several community service organizations.

1. First, I'm going to read you a list of
community service organizations.
As I read each one think about
the activities associated with
that organization then rate it
as excellent, pretty good, only
fair, or poor in the job you think
it does of helping people.

READ EACH ORGANIZATION.
ASK, WOULD YOU RATE IT AS EXCELLENT,
PRETTY GOOD, ONLY FAIR, OR POOR IN
THE JOB IT DOES OF HELPING PEOPLE?

ROTATE THE ORGANIZATION WITH
EACH NEW RESPONDENT.

		Excellent		Pretty Good		Only Fair		Poor		Not Sure	
		No.	%	No.	%	No.	%	No.	%	No.	%
1.	USO (United Services Organization)	34	11	87	29	41	14	8	3	130	43
2.	American Heart Association	90	30	155	52	16	5	3	1	36	12
3.	American Red Cross	146	49	105	35	28	9	14	5	7	2
4.	Salvation Army	169	56	110	37	12	4	0	0	9	3
5.	YMCA or YWCA	62	21	141	47	35	12	6	2	56	18
6.	United Way	80	27	130	43	39	13	13	4	38	13
7.	American Cancer Society	104	35	136	45	26	9	6	2	28	9

2. Which, if any, of these organizations do you think is funded by the U.S. government? What about (Read Organizations).

ROTATE THE ORGANIZATION WITH EACH NEW RESPONDENT.

	Yes		No		Not Sure	
	No.	%	No.	%	No.	%
1. USO (United Services Organization)	110	37	93	31	96	32
2. American Heart Association	47	16	193	64	60	20
3. American Red Cross	98	33	150	50	52	17
4. Salvation Army	32	11	223	74	45	15
5. YMCA or YWCA	30	10	215	72	55	18
6. United Way	50	17	202	67	48	16
7. American Cancer Society	70	23	180	60	50	17

3. Which organizations, if any, have you directly contributed money to over the past 12 months?

	Yes		No		Not Sure	
	No.	%	No.	%	No.	%
1. USO (United Services Organization)	9	3	282	94	9	3
2. American Heart Association	117	39	177	59	6	2
3. American Red Cross	62	21	232	77	6	2
4. Salvation Army	189	63	107	36	4	1
5. YMCA or YWCA	26	9	268	89	6	2
6. United Way	160	53	131	44	8	3
7. American Cancer Society	146	49	147	49	7	2

IF RESPONDENT DOES NOT CONTRIBUTE TO CHARITABLE ORGANIZATIONS, SKIP TO QUESTION 5.

4. What is the most convenient way for you to make a donation to a charitable organization?

ROTATE ITEMS WITH EACH NEW RESPONDENT.		Number	Percent
	Through a special event (e.g., dinner or telethon)	18	6
	Through a payroll deduction	84	29
	Through a volunteer who comes to your door	54	19
	By mailing in a check or money order	130	45
	Other	3	1
	Total	289	100

5. During the past 12 months have you served as a volunteer for any non-profit organization?

	Number	Percent	
Yes	81	27	IF YES, <u>ASK</u> QUESTION 6.
No	<u>219</u>	<u>73</u>	IF NO, <u>SKIP</u> TO QUESTION 8.
Total	300	100	

6. What is the name of the organization?

	Number	Percent
American Heart Association	11	14
American Red Cross	10	12
Salvation Army	3	4
YMCA or YWCA	5	6
United Way	3	4
American Cancer Society	9	11
Other service organizations	26	32
Church, cultural, political organizations	11	14
All others (hospitals, colleges)	<u>3</u>	<u>4</u>
Total	81	101

7. [If other than a church, a cultural or political organization] Why did you choose to do volunteer work for this organization?

Reason	Number	Percent
They asked me	21	28
They do good work/I believe in it	19	25
It's my duty	10	13
They helped me/my friends/family	7	9
It's related to my work	6	9
I'm a member of the organization	3	4
Other	<u>10</u>	<u>13</u>
Total	76	100

PART B

Now I'd like to ask you a few questions about the American Red Cross.

8. What activities come to mind when you think of the American Red Cross?

Activities	Number	Percent
Disaster assistance	128	43
Distributing blood	49	16
Collecting blood	45	15
Helping those in need	19	6
Training courses	14	5
Helping servicemen	13	4
Other services/activities	11	4
Don't know	18	6
Negative comments	3	1
Total	300	100

9. Now, I'm going to read you a list of activities. Please tell me, as far as you know, if the American Red Cross is involved in any of them.

	Yes		No		Not Sure	
	No.	%	No.	%	No.	%
1. Supporting medical research	108	36	81	27	111	37
2. Educating the public on health issues	231	77	37	12	32	11
3. Helping victims of natural disasters	296	98	1	1	3	1
4. Giving first aid and CPR training	287	96	2	1	11	3
5. Providing organs and tissues for human transplants	123	41	62	21	115	38
6. Providing emergency assistance to the poor or homeless	239	80	30	10	31	10
7. Collecting blood	295	98	2	1	3	1
8. Providing services like education and training to help poor people help themselves	130	40	66	22	114	38
9. Helping veterans or members of the Armed Forces and their families	229	76	35	12	36	12
10. Providing international relief and assistance	274	91	5	2	21	7
11. Supporting theater, music or other cultural activities	14	5	166	53	120	40
12. Taking political or social action to influence public policy	22	7	173	58	105	35
13. Providing services to the elderly	211	70	44	15	45	15

14. Working with youth	173	58	67	22	60	20
15. Helping people whose homes have been destroyed by fire	261	87	20	7	19	6
16. Teaching swimming and lifesaving	252	84	17	6	31	10
17. Educating the public about AIDS (Acquired Immune Deficiency Syndrome)	225	75	33	11	42	14
18. Health fairs	151	50	54	18	95	32
19. Providing services to the homeless and the disadvantaged	196	66	43	14	61	20

10. Now I'm going to read a list of activities in which the Red Cross is involved. Please tell me whether you think the activity is very important, moderately important, or not important.

	Very Important		Moderately Important		Not Important	
	No.	%	No.	%	No.	%
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure, etc.)	221	74	79	26	0	0
Helping veterans or members of the Armed Forces and their families	196	65	95	32	9	3
Helping the victims of hurricanes, floods, and other natural disasters	291	97	9	3	0	0
Collecting blood	288	96	10	3	2	1
Giving training in first aid and CPR	254	85	46	15	0	0
Providing international relief and assistance	211	70	78	26	11	4
Educating the public about AIDS	216	72	72	24	12	4

11. Within the last 30 days, has anyone asked you, either in person, by telephone, or by mail to donate money to the American Red Cross? Or to volunteer for the American Red Cross?

	Yes		No		Not Sure	
	No.	%	No.	%	No.	%
Money	14	4	384	95.0	2	1.0
Volunteer	9	3	290	96.7	1	.3

12. Has anyone asked you to give blood through the American Red Cross?

	Yes		No		Not Sure	
	No.	%	No.	%	No.	%
	46	15	253	84	1	1

13. Have you ever donated blood?

	Number	Percent
Yes	128	42.7
No	170	56.7
Not Sure	2	.7
Total	300	100.1

14. Please tell me why you have not given blood?

	Number	Percent
Health problems	50	29
They won't take mine	35	21
Fear of needles/blood	24	14
Haven't taken the time	11	6
I wasn't asked	10	6
Never thought about it	10	6
I'm too old	3	2
Fear of contamination	2	1
Other	3	2
Don't know	22	13
Total	170	100

15. Would you ever consider giving blood?

Yes		No		Not Sure		Total	
No.	%	No.	%	No.	%	No.	%
74	44	61	36	35	20	170	100

16. How many times have you given blood
in your lifetime?

Number of times (or units)	Number	Percent
1-8	87	67
9-16	21	17
17-24	9	7
25-32	1	1
33-40	2	2
41-48	2	2
57-64	2	2
73-80	2	2
97-104	1	1
Over 105	1	1
Total	128	101

17. How many times have you given blood
within the last 12 months?

Times	Number	Percent
None	100	78
1 time	12	10
2 times	9	7
3 times	3	2
4 times	3	2
8 times	1	1
Total	128	100

18. At what locations have you donated blood
during the past 12 months?

	Number	Percent
Red Cross Blood Center	8	24.4
Military unit	7	21.2
Local hospital	7	21.2
At work	2	6.0
At school	7	21.2
Community center (church, city hall, etc.)	0	
Some other organization (specify)	2	6.0
Not sure	0	
Total	33	100.0

DO NOT READ RESPONSES
UNLESS REQUESTED.

19. At what time of day would it be most convenient for you to give blood?

	Number	Percent
Early morning	36	16
Late morning	29	13
Early afternoon	32	14
Late afternoon	52	24
Evenings	41	19
Weekends	32	14
	<hr/>	<hr/>
Total	222	100

20. Would you feel safe receiving a blood transfusion today?

	Number	Percent
Yes	116	39
No	128	43
Not Sure	56	18
	<hr/>	<hr/>
Total	300	100

21. Why would you not feel safe receiving a blood transfusion?

Reason	Number	Percent
AIDS scare	96	74
Fear of contamination	28	22
Other	4	4
	<hr/>	<hr/>
Total	128	100

PART C

Next I'd like to ask you a few questions about Red Cross courses and services.

22. Within the last 24 months, have you taken any courses from the American Red Cross? Include courses in which you used Red Cross materials and received a Red Cross certificate regardless of whether you took the course at your worksite or elsewhere.

	Number	Percent
Yes	26	9
No	271	90
Not Sure	<u>3</u>	<u>1</u>
Total	300	100

23. What courses have you taken?

	Number	Percent
First aid	8	24
CPR	23	70
Swimming	<u>2</u>	<u>6</u>
Total	33*	100

* The N=33 because some respondents gave multiple responses.

24. Would you have been willing to pay for the Red Cross courses you have taken?

Yes		No		Not Sure		Have Paid		Total	
No.	%	No.	%	No.	%	No.	%	No.	%
21	81	2	8	1	3	2	8	26	100

25. Have you ever received disaster assistance or emergency services?

	Number	Percent
Yes	24	8
No	<u>276</u>	<u>92</u>
Total	300	100

26. From which of the following organizations did you receive assistance?

	Number	Percent
The American Red Cross	22	82
The Salvation Army	2	7
Government Agency	1	4
A religious organization	2	7
Other (write in)	0	0
	<hr/>	<hr/>
Total	27*	100
	<hr/>	

*Some respondents gave multiple responses.

27. Do you think of the American Red Cross more as

		Number	Percent
READ THESE AND CIRCLE ONLY ONE NUMBER.	An organization that provides services in your community	28	9.4
	An organization that serves the U.S. as a whole	114	38.3
	An organization that provides international services	156	52.3
		<hr/>	<hr/>
	Total	298	100.0

PART D

Now I have just a few questions for statistical purposes.

28. Are you READ LIST

	Number	Percent
Employed full-time	150	50.0
Employed part-time	42	14.0
Retired, not employed	54	18.0
Not employed because a student or disabled	8	2.7
Full-time homemaker	36	12.0
Not employed for other reasons	10	3.3
Refused	0	0
Total	300	100.0

29. What kind of work do you normally do?

RECORD WORD FOR WORD; THEN
PROBE, IF NEEDED, TO FIT
OCCUPATION INTO FOLLOWING
SCHEME.

	Number	Percent
Managerial/professional (with teachers and engineers	32	16.3
Technicians/sales/administrative support (with secretaries and clerks)	70	35.7
Service (with food/health/cleaning/ protective and personal services)	53	27.0
Precision/crafts/repair (with mechanics, construction, tool and die, electricians)	13	6.6
Machine operators/laborers (with transportation)	19	9.7
Farm, forest, and fishery	1	.5
Military	8	4.1
Total	196	99.9

30. Are you single, married,
divorced, widowed, or
separated?

	Number	Percent
Single	48	16.0
Married	198	66.0
Divorced	25	8.3
Widowed	27	9.0
Separated	2	.7
Refused	0	0
Total	300	100.0

31. How many people (adults and children) live in your household?

	Number	Percent
1	40	13.3
2	104	34.7
3	57	19.0
4	61	20.3
5 or more	38	12.7
Refused	0	0
	<hr/>	<hr/>
Total	300	100.0

32. What is the last year of school you have completed?

	Number	Percent
Less than high school (grades 1-11)	21	7
High school graduate (grade 12)	105	35
Some college (grades 13-15)	89	30
College graduate (grade 16)	47	16
Post graduate (grade 17 and over)	38	13
	<hr/>	<hr/>
Total	300	101

33. How old are you?

	Number	Percent
18 to 20	9	3
21 to 24	20	7
25 to 29	43	14
30 to 34	51	17
35 to 39	31	10
40 to 44	17	6
45 to 49	32	11
50 to 64	58	20
65 and over	37	12
Refused	2	0
	<hr/>	<hr/>
Total	300	100

34. Which of the following income categories best describes your total 1985 household income? Stop me when I reach your category. Was it (READ LIST)?

		Number	Percent
INTERVIEWER: TOTAL HOUSEHOLD INCOME BEFORE TAXES FROM ALL SOURCES	\$7,500 or less	24	9.4
	\$7,501 to \$15,000	44	17.3
	\$15,001 to \$25,000	61	23.9
	\$25,001 to \$35,000	62	24.3
	\$35,001 to \$50,000	40	15.7
	\$50,001 or over	24	9.4
	Not sure	0	0
	Refused	0	0
	Total	255	100.0

35. Are you white, black, Asian (oriental), American Indian, or Hispanic?

	Number	Percent
White	282	94.0
Black	9	3.0
Oriental/Asian/Pacific Islander	2	1.0
American Indian or Alaskan native	3	1.0
Other	3	1.0
Refused	0	0
Total	299	100.0

This completes the interview. Thank you very much for your assistance.

Sex	Number	Percent
Male	97	32
Female	203	68
Total	300	100

Appendix C

Comparison of Red Cross Survey Respondents with Omaha MSA Adults

Chart 1

Comparison of Red Cross Survey Respondents with Omaha MSA Adults

Characteristic	Percent of Sample	Percent of Omaha MSA
Education:		
Less than high school	7.0	23.3
High school graduate	35.0	40.0
Some college	29.7	17.9
College Graduate	15.7	10.1
Post-graduate	12.7	8.7
Age:		
18-29	24.1	32.6
30-39	27.4	20.9
40-49	16.4	14.2
50-64	19.5	18.5
65 +	12.4	13.8
Income:		
\$7,500 or less	9.4	17.9
\$7,501-\$15,000	17.3	21.6
\$15,001-\$25,000	23.9	28.2
\$25,001-\$35,000	24.3	18.3
\$35,001-\$50,000	15.7	9.8
\$50,000 +	9.4	4.3
Ethnicity/race:		
White	94.0	90.1
Black	3.0	7.7
Oriental	.7	.6
American Indian	1.0	.4
Other	1.0	1.1
Gender:		
Male	32.3	47.2
Female	67.7	52.8

Appendix D

Comparison of Local and National American Red Cross Surveys

A comparison of the local American Red Cross survey with the National American Red Cross survey shows findings are generally quite similar. Those similarities provide reassurance of the reliability and validity of local survey questions. Chart 2 shows the responses from these questions found in both surveys.

The National survey was conducted in June 1986, for the American Red Cross National Headquarters, Washington, DC, by Market Facts, Inc., of Washington, DC. The national report is entitled "Report on the Comparative Study of Contributors, Customers, and Clients."

The following paragraphs briefly summarizes the few differences among the findings.

A greater proportion of respondents volunteered to work for the American Red Cross at the local level (12 percent) than they did nationally (5 percent). However, a greater proportion of national respondents were approached with a request to donate money (15 percent), volunteer (7 percent) or give blood (28 percent) compared to their counterparts locally who were asked to give (money = 4 percent; volunteer = 3 percent; blood = 15 percent).

Only in one other area were responses noticeably different. When respondents were questioned about what activities come to mind when they thought of the American Red Cross more respondents at the national level mentioned service to military families (15 percent). Locally only 4 percent mentioned this activity.

Chart 2

Comparison of Responses to Questions Found on Both
the Local and National Surveys

	Local Survey Percent	National Survey Percent
Respondents overall rating of the American Red Cross with excellent and pretty good categories combined.	84	82
Percent of respondents volunteering to work for a nonprofit organization over the past 12 months	27	28
Percent of respondents making a financial contribution, volunteering or giving blood to the American Red Cross within the past 12 months:		
Contribution	21	20
Volunteer	12	5
Blood	22	21
Percent of respondents asked to donate money, volunteer, or give blood to the American Red Cross within the past 12 months:		
Money	4*	15
Volunteer	3*	7
Blood	15	28
Percent of respondents who have ever donated blood.	42.7	44
Number of times respondents gave blood in their lifetime:		
1-8 times	67	67
9-15 times	17	19
Percent of respondents who have taken American Red Cross courses within the past 12 months.	9	9
Red Cross courses respondents have taken over the past 24 months:		
CPR	70	81
First Aid	24	26
Swimming	6	6
Health education	0	1
Activities that come to mind when respondents think of the American Red Cross:		
Disaster assistance	43	53
Blood	31	24
Training	5	4
Services to military families	4	15

*Locally, time periods for money and volunteering read "within the past 30 days" have you been asked to donate money or volunteer.

- continued

Chart 2 - continued

Comparison of Responses to Questions Found on Both
the Local and National Surveys

	Local Survey Percent	National Survey Percent
Please tell me, as far as you know, if the Red Cross is involved in any of these activities:		
- Helping victims of hurricanes, floods, and other natural disasters	98	96
- Collecting blood	98	92
- Giving training in first aid and CPR	96	93
- Providing international relief and assistance	91	82
- Helping people whose homes have been destroyed by fire	87	85
- Teaching swimming and lifesaving	84	84
- Providing emergency assistance to the poor or homeless	80	85
- Helping veterans or members of the Armed Forces and their families	76	74
- Working with youth	58	63
- Providing organs and tissues for people who need transplants	41	48
- Educating the public about AIDS (acquired immune deficiency syndrome)	75	78*
Do you think of the Red Cross more as an organization that provides services:		
in the community	9.4	8
in the United States	38.3	36
internationally	52.3	54

*The question on the national survey read "Do you think the American Red Cross
should be involved in providing education about AIDS?"

Table 10

Respondents' Perceptions of Activities That Are Carried Out
by the American Red Cross

Association/activity	Responses							
	Yes		No		Not Sure		Total	
	No.	%	No.	%	No.	%	No.	%
¹ High:								
Helping victims of natural disasters	296	98	1	1	3	1	300	100
Collecting blood	295	98	2	1	3	1	300	100
Giving first aid and CPR training	287	96	2	1	11	3	300	100
Providing international relief and assistance	274	91	5	2	21	7	300	100
Helping people whose homes have been destroyed by fire	261	87	20	7	19	6	300	100
Teaching swimming and lifesaving	252	84	17	6	31	10	300	100
Providing emergency assistance to the poor or homeless	239	80	30	10	31	10	300	100
² Moderate:								
Educating the public on health issues	231	77	37	12	32	11	300	100
Helping veterans or members of the Armed Forces and their families	229	76	35	12	36	12	300	100
Educating the public about Acquired Immune Deficiency Syndrome (AIDS)	225	75	33	11	42	14	300	100
Providing services to the homeless and the disadvantaged	196	66	43	14	61	20	300	100
Working with youth	173	58	67	22	60	20	300	100
Sponsoring health fairs	151	50	54	18	95	32	300	100
³ Low:								
Providing organs and tissues for human transplants	123	41	62	21	115	38	300	100
Supporting medical research	108	36	81	27	111	37	300	100

¹High = association by 80-98 percent of respondents.

²Moderate = association by 50-80 percent of respondents.

³Low = association by less than 50 percent of respondents.

important." These activities include helping victims of natural disasters (97 percent), collecting blood (96 percent), providing first aid and CPR training (85 percent), providing health education (74 percent), providing education about AIDS (72 percent), and working with veterans and members of the armed forces and their families (65 percent).

In summary, it appears that the American Red Cross is reaching the public with its message about core services and programs. Most respondents consistently identified the American Red Cross with three activities, helping victims of natural disasters, collecting blood, and providing first aid and CPR training, and it was given a high approval rating by respondents for the services provided.

Table 12
Respondents' Rating of the Importance
of American Red Cross Activities

Activity	Responses							
	Very Important		Moderately Important		Not Important		Total	
	No.	%	No.	%	No.	%	No.	%
Helping the victims of hurricanes, floods, and other natural disasters	291	97	9	3	0	0	300	100
Collecting blood	288	96	10	3	2	1	300	100
Giving training in first aid and CPR	254	85	46	15	0	0	300	100
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure)	221	74	79	26	0	0	300	100
Educating the public about AIDS	216	72	72	24	12	4	300	100
Providing international relief and assistance	211	70	78	26	11	4	300	100
Helping veterans or members of the Armed Forces and their families	196	65	95	32	9	3	300	100

Characteristics of Blood Donors

Although this information is not shown, nearly 43 percent (N=128) of survey respondents said "yes" when asked, "Have you ever donated blood?" A review of the demographics of blood donors shows that the greatest proportion of donors were in the over 50 age group (21 percent), followed by those aged 30-34 (17 percent). Household incomes ranged between \$15,000 to \$35,000 (49 percent), with 19 percent of the donors reporting household incomes of from \$7,500 to \$15,000. A little over half (55 percent) worked full time, and 18 percent were retired. Most did not finish college (30 percent had some college and 29 percent had graduated from high school). Although most were married (70 percent), 14 percent were single, and 8 percent were widowed. Among male respondents, 55.7 percent had donated blood, while only 36.5 percent of female respondents had donated blood.

Table 13 provides a profile of blood donors included in the survey. This information could help the American Red Cross develop outreach programs and identify target audiences.

Table 13
Characteristics of American Red Cross Blood Donors

Characteristic	Percent
Age:	
18-24	11
25-29	16
30-34	17
35-39	11
40-44	4
45-49	10
50-64	21
65+	11
Race:	
White	94
Black	3
Asian	.7
Native American	1
Hispanic	1

-continued

Table 13 - continued

Characteristics of American Red Cross Blood Donors

Characteristic	Percent
Household income:	
\$ 7,500 or less	6
\$ 7,501 to \$15,000	19
\$15,001 to \$25,000	23
\$25,001 to \$35,000	26
\$35,001 to \$50,000	16
\$50,001 plus	10
Education:	
Grades 1-11	6
High school graduate	29
Some college	30
College graduate	21
Post graduate	15
Employment status:	
Full-time	55
Part-time	10
Retired (not employed)	18
Not employed because a student or disabled	3
Full-time homemaker	9
Not employed for other reasons	5
Marital status:	
Single	14
Married	70
Divorced	7
Widowed	8
Separated	1
Occupation:	
Managerial/professional	20
Technicians/sales/administrative	32
Service	22
Precision/crafts/repair	7
Machine operator/laborer	12
Farm, forest, and fishery	0
Military	7

Table 13 - continued

Characteristics of American Red Cross Blood Donors

Characteristic	Percent
Household income:	
\$ 7,500 or less	6
\$ 7,501 to \$15,000	19
\$15,001 to \$25,000	23
\$25,001 to \$35,000	26
\$35,001 to \$50,000	16
\$50,001 plus	10
Education:	
Grades 1-11	6
High school graduate	29
Some college	30
College graduate	21
Post graduate	15
Employment status:	
Full-time	55
Part-time	10
Retired (not employed)	18
Not employed because a student or disabled	3
Full-time homemaker	9
Not employed for other reasons	5
Marital status:	
Single	14
Married	70
Divorced	7
Widowed	8
Separated	1
Occupation:	
Managerial/professional	20
Technicians/sales/administrative	32
Service	22
Precision/crafts/repair	7
Machine operator/laborer	12
Farm, forest, and fishery	0
Military	7

Donor's Patterns of Giving Blood

Table 15 shows respondents' patterns of blood donations over their lifetimes (eight donations or units represent 1 gallon of blood). Over two-thirds of the respondents said they had given blood from one to eight times during their lifetimes (67 percent, N=87). However, a sizeable proportion had donated blood nine or more times (35 percent, N=41). Although it is impossible to predict behavior, it appears that this group may have established a habit of giving blood and might be considered potential regular donors.

This group represents about 13.6 percent of the total sample. Given the error limits of the sample, somewhere between 8 and 19 percent of the Heartland Chapters service area population could be considered potential regular donors.

Table 15

Number of Times Respondents Donated Blood During Their Lifetimes

Donations* (units)	Number	Percent
1-8	87	67
9-16	21	17
17-24	9	7
25-32	1	1
33-40	2	2
41-48	2	2
57-64	2	2
73-80	2	2
97-104	1	1
Over 105	1	1
Total	128	101**

*Eight units equal 1 gallon of blood.

**Does not equal 100 percent due to rounding.

When respondents were asked why they would not feel safe receiving a blood transfusion, 74 percent (N=96) said they were afraid of contracting AIDS. Another 22 percent (N=28) feared contamination from other diseases, such as hepatitis (table 18).

Table 18

Reasons Respondents Would Not Feel Safe Receiving a Blood Transfusion

Reason	Number	Percent
Fear of AIDS	96	74
Fear of contamination	28	22
Other	4	4
Total	128	100

It appears that the American Red Cross needs to dispel myths associated with the donation of blood. Answering donors basic medical questions by conducting educational campaigns may help.

Characteristics of Nondonors

Nearly 57 percent (56.7 percent, N=170) of the respondents surveyed said they had never donated blood. Table 19 presents respondents reasons for not giving blood.

As can be seen, 29 percent of this group (N=50) believed they had health problems that would prevent them from giving blood. These respondents said they had been told by their doctors that they were medically disqualified. Others were more specific, stating they were iron deficient or diabetic. Although this information is not shown, more women than men disqualified themselves because of health reasons.

Twenty-one percent (N=35) said they had been temporarily or permanently deferred when they tried to donate blood. Respondents indicated they were temporarily deferred because of conditions such as low body weight (under 110 pounds). Others were permanently deferred because they had diseases such as hepatitis or malaria. The next most common reason respondents

obvious question is, how can a group of apparently willing donors be recruited most effectively?

Location and Time

Providing convenient locations and times for potential donors to give blood may help increase donor participation. Two questions in the survey address these issues.

Respondents who had donated blood during the past 12 months (N=33) were asked to identify where they had donated blood (table 20). Although the numbers are small and should be viewed with caution, some helpful information was identified.

Responses were fairly evenly distributed among four locations: The American Red Cross Center (24.4 percent, N=8), a military unit (21.2 percent, N=7), a local hospital (21.2 percent, N=7), and at school (21.2 percent, N=7). Few people reported donating at work, but we do not know if some sites were also donors workplaces.

It appears that people are willing to exert the time and effort to travel to a location to donate blood. Perhaps donors identify the American Red Cross Center, a hospital, or a school as more appropriate settings for donating blood than the workplace. These observations should be compared with the results of current marketing strategies.

Table 20

Locations Where Respondents Donated Blood During the Past 12 Months

Location	Number	Percent
American Red Cross Center	8	24.4
Military unit	7	21.2
Local hospital	7	21.2
At work	2	6.0
At school	7	21.2
Some other organization	2	6.0
Total	33	100.0

Table 22
Respondents Who Said They Had Taken American Red Cross Courses
during the Past 24 Months

Response	Number	Percent
Yes	26	9
No	271	90
Not sure	3	1
Total	300	100

Table 23
American Red Cross Courses Taken by Respondents

Course	Number	Percent
CPR	23	70
First aid	8	24
Swimming	2	6
Total	33*	100

*Some respondents gave multiple responses.

The effectiveness of current programs and marketing strategies may need further assessment. The low percentage of respondents participating in American Red Cross programs may indicate that a potential market is being overlooked. Furthermore, programs and courses being offered through workplaces may not be reaching their intended audiences.

Consideration should also be given to particular programs to determine their relative importance to the overall organization. Programs may attempt to address too many needs at the expense of agency goals.

Finally, the 26 respondents who had taken American Red Cross courses were asked if they would be willing to pay for them. Most of the respondents (81 percent, N=21) said they would. Eight percent (N=2) indicated that they had paid for the courses they attended (table 24). Although the

It appears that respondents think the American Red Cross is the organization they can depend on more than any other to provide disaster assistance and emergency services. As you may recall, "helping victims of natural disasters" was cited by respondents as the major activity of the American Red Cross, and 100 percent of respondents rated this service as "very important" or "moderately important."

Overall, respondents view the American Red Cross as an organization that provides international services (52.3 percent, N=156). Another 38.3 percent (N=114) view it as an organization that serves the entire United States. Only 9.4 percent (N=28) see the American Red Cross as an organization which focuses on service to local communities (table 26). Public perceptions that the American Red Cross does not serve the local community may effect the use of local programs and services.

If the public does not see the American Red Cross as a community oriented organization, individuals may not consider American Red Cross programs when they are seeking information or assistance. Moreover, marketing strategies at the local level may be ineffective if they are perceived as not applying to the local community.

Perhaps, consideration should be given to increasing residents' awareness of local American Red Cross activities. Marketing strategies which stress specific programs and services could be introduced to improve the perception of the American Red Cross as a community organization as well as a national and international organization.

It appears that the perception that the American Red Cross is not primarily a local service organization has not inhibited people from donating money. When the relationship between how the American Red Cross was perceived and who contributed money was examined, we found that over half of the people who gave money to the American Red Cross viewed it as an international organization (53.2 percent, N=33). Another 37 percent of contributors viewed the American Red Cross as a national organization.

Ask People to Give

Survey findings suggest that the American Red Cross has been very successful in informing the public about many of its services and activities. However, they also suggest that it has not done a good job of communicating its need for money, donors, and volunteers.

Only 4 percent of survey respondents had been reached with a request for a monetary donation, only 3 percent had been asked to volunteer time, and only 15 percent had been asked to give blood. Asking people to give appears to bring results. Respondents said the major reason they volunteered to work for an organization was because they "were asked." Sixty-seven percent of survey respondents who were reached with a request to donate blood said they "gave."

Recruitment efforts and fundraising methods could benefit from more aggressive campaigns. In view of the public's favorable image of the American Red Cross, a direct approach should net results.

Steps should be taken to dispel the myths surrounding the donation of blood. Giving potential donors answers to basic medical questions through educational programs which address their fears may increase blood donations. Methods of recruiting new donors and retaining former donors should be reviewed. Donor records could be used to identify potential donors. Finally, make it convenient for people to donate blood. Survey findings show that most people prefer to donate blood in the late afternoon or evening.

Clarify Funding Misconceptions

Study findings suggest some survey respondents were misinformed about American Red Cross funding sources. About half thought it was government funded. Findings further revealed that three-fourths of those who gave to the American Red Cross did not think it was government funded.

Respondents were much more generous in their contributions to four other nonprofit organizations. Respondents may not be contributing because they think the American Red Cross receives government funds and, therefore, has enough money to do its work.

Contributions may be increased by developing effective outreach strategies to clarify the perceived relationship between the American Red Cross and the

The American Red Cross may attempt to address too many needs at the expense of individual programs. Services should be reviewed to determine their relative importance to the organization's overall goals.

The low participation in American Red Cross programs indicates that a potential market is being overlooked. Current market strategies need to be assessed and program effectiveness evaluated.

Focus on Community

Survey findings show only 9.4 percent of survey respondents perceive the American Red Cross as a community oriented organization. Public perceptions that the American Red Cross is not primarily a community organization may impact the use of certain programs and services. The public may turn to other, more recognized, local service organizations when seeking some types of information or assistance.

Marketing strategies which stress specific programs and services could be used to improve the perception of the American Red Cross as a community organization as well as a national and international organization.

Appendix A

Questionnaire for American Red Cross Telephone Survey

PART A

SAY

Now I'm going to ask you a few questions
about several community service organizations.

1. First, I'm going to read you a list of
community service organizations.
As I read each one think about
the activities associated with
that organization then rate it
as excellent, pretty good, only
fair, or poor in the job you think
it does of helping people.

READ EACH ORGANIZATION.
ASK, WOULD YOU RATE IT AS EXCELLENT,
PRETTY GOOD, ONLY FAIR, OR POOR IN
THE JOB IT DOES OF HELPING PEOPLE?

ROTATE THE ORGANIZATION WITH
EACH NEW RESPONDENT.

	Excellent	Pretty Good	Only Fair	Poor	Not Sure
1. USO (United Services Organization)...	1	2	3	4	5
2. American Heart Association.....	1	2	3	4	5
3. American Red Cross.....	1	2	3	4	5
4. Salvation Army.....	1	2	3	4	5
5. YMCA or YWCA.....	1	2	3	4	5
6. United Way.....	1	2	3	4	5
7. American Cancer Society.....	1	2	3	4	5

5. During the past 12 months have you served as a volunteer for any non-profit organization?

Yes 1

IF YES, ASK QUESTION 6.

No 2

IF NO, SKIP TO QUESTION 8.

6. What is the name of the organization?

WRITE OUT

7. [If other than a church, a cultural or political organization] Why did you choose to do volunteer work for this organization?

RECORD WORD FOR WORD

PROBE

Any other reasons?

CLARIFY

10. Now I'm going to read a list of activities in which the Red Cross is involved. Please tell me whether you think the activity is very important, moderately important, or not important.

ASK: DO YOU THINK, READ EACH ITEM
IS VERY IMPORTANT, MODERATELY
IMPORTANT, OR NOT IMPORTANT?

	Very Important	Moderately Important	Not Important
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure, etc.).....	1	2	3
Helping veterans or members of the Armed Forces and their families.....	1	2	3
Helping the victims of hurricanes, floods, and other natural disasters....	1	2	3
Collecting blood.....	1	2	3
Giving training in first aid and CPR...	1	2	3
Providing international relief and assistance.....	1	2	3
Educating the public about AIDS.....	1	2	3

11. Within the last 30 days, has anyone asked you, either in person, by telephone, or by mail to donate money to the American Red Cross? Or to volunteer for the American Red Cross?

	Yes	No	Not Sure
Money	1	2	3
Volunteer	1	2	3

12. Has anyone asked you to give blood through the American Red Cross?

Yes	No	Not Sure
1	2	3

18. At what locations have you donated blood during the past 12 months?

WRITE IN RESPONSE [AND CHECK FROM LIST BELOW]

DO NOT READ RESPONSES
UNLESS REQUESTED.

Red Cross Blood Center.....1
Military unit.....2
Local hospital.....3
At work.....4
At school.....5
Community center (church,
city hall, etc.).....6
Some other organization
(specify).....7
Not sure.....8

19. At what time of day would it be most convenient for you to give blood?

	Yes	No
Early morning	1	2
Late morning	1	2
Early afternoon	1	2
Late afternoon	1	2
Evenings	1	2
Weekends	1	2

20. Would you feel safe receiving a blood transfusion today?

Yes 1

IF YES, GO TO QUESTION 22.

No 2

IF NO, GO TO QUESTION 21.

Not Sure 3

GO TO QUESTION 22.

21. Why would you not feel safe receiving a blood transfusion?

RECORD WORD FOR WORD

25. Have you ever received disaster assistance or emergency services?

Yes 1

IF YES, ANSWER QUESTION 26.

No 2

IF NO, SKIP TO QUESTION 27.

26. From which of the following organizations did you receive assistance?

	Yes	No	Not Sure
The American Red Cross.....	1	2	3
The Salvation Army.....	1	2	3
Government Agency.....	1	2	3
A religious organization.....	1	2	3
Other (write in) _____	1	2	3

27. Do you think of the American Red Cross more as

READ THESE AND CIRCLE
ONLY ONE NUMBER.

An organization that provides
services in your community.....1
An organization that serves
the U.S. as a whole.....2
An organization that provides
international services.....3

30. Are you single, married,
divorced, widowed, or
separated?

Single.....1
Married.....2
Divorced.....3
Widowed.....4
Separated.....5
Refused.....6

31. How many people, adults and
children) live in your
household?

1.....1
2.....2
3.....3
4.....4
5 or more.....5
Refused6

32. What is the last year of
school you have completed?

Less than high school grades 1-11.....1
High school graduate (grade 12).....2
Some college (grades 13-15).....3
College graduate (grade 16).....4
Post graduate (grade 17 and over).....5

33. How old are you?

18 to 20.....1
21 to 24.....2
25 to 29.....3
30 to 34.....4
35 to 39.....5
40 to 44.....6
45 to 49.....7
50 to 64.....8
65 and over.....9
Refused.....10

Appendix B

American Red Cross Telephone Survey

PART A

SAY

Now I'm going to ask you a few questions
about several community service organizations.

1. First, I'm going to read you a list of
community service organizations.
As I read each one think about
the activities associated with
that organization then rate it
as excellent, pretty good, only
fair, or poor in the job you think
it does of helping people.

READ EACH ORGANIZATION.
ASK, WOULD YOU RATE IT AS EXCELLENT,
PRETTY GOOD, ONLY FAIR, OR POOR IN
THE JOB IT DOES OF HELPING PEOPLE?

ROTATE THE ORGANIZATION WITH
EACH NEW RESPONDENT.

		Excellent		Pretty Good		Only Fair		Poor		Not Sure	
		No.	%	No.	%	No.	%	No.	%	No.	%
1.	USO (United Services Organization)	34	11	87	29	41	14	8	3	130	43
2.	American Heart Association	90	30	155	52	16	5	3	1	36	12
3.	American Red Cross	146	49	105	35	28	9	14	5	7	2
4.	Salvation Army	169	56	110	37	12	4	0	0	9	3
5.	YMCA or YWCA	62	21	141	47	35	12	6	2	56	18
6.	United Way	80	27	130	43	39	13	13	4	38	13
7.	American Cancer Society	104	35	136	45	26	9	6	2	28	9

5. During the past 12 months have you served as a volunteer for any non-profit organization?

	Number	Percent	
Yes	81	27	IF YES, <u>ASK</u> QUESTION 6.
No	219	73	IF NO, <u>SKIP</u> TO QUESTION 8.
Total	300	100	

6. What is the name of the organization?

	Number	Percent
American Heart Association	11	14
American Red Cross	10	12
Salvation Army	3	4
YMCA or YWCA	5	6
United Way	3	4
American Cancer Society	9	11
Other service organizations	26	32
Church, cultural, political organizations	11	14
All others (hospitals, colleges)	3	4
Total	81	101

7. [If other than a church, a cultural or political organization] Why did you choose to do volunteer work for this organization?

Reason	Number	Percent
They asked me	21	28
They do good work/I believe in it	19	25
It's my duty	10	13
They helped me/my friends/family	7	9
It's related to my work	6	9
I'm a member of the organization	3	4
Other	10	13
Total	76	100

14. Working with youth	173	58	67	22	60	20
15. Helping people whose homes have been destroyed by fire	261	87	20	7	19	6
16. Teaching swimming and lifesaving	252	84	17	6	31	10
17. Educating the public about AIDS (Acquired Immune Deficiency Syndrome)	225	75	33	11	42	14
18. Health fairs	151	50	54	18	95	32
19. Providing services to the homeless and the disadvantaged	196	66	43	14	61	20

10. Now I'm going to read a list of activities in which the Red Cross is involved. Please tell me whether you think the activity is very important, moderately important, or not important.

	Very Important		Moderately Important		Not Important	
	No.	%	No.	%	No.	%
Educating the public on how to stay healthy (nutrition, first aid, CPR, high blood pressure, etc.)	221	74	79	26	0	0
Helping veterans or members of the Armed Forces and their families	196	65	95	32	9	3
Helping the victims of hurricanes, floods, and other natural disasters	291	97	9	3	0	0
Collecting blood	288	96	10	3	2	1
Giving training in first aid and CPR	254	85	46	15	0	0
Providing international relief and assistance	211	70	78	26	11	4
Educating the public about AIDS	216	72	72	24	12	4

16. How many times have you given blood
in your lifetime?

Number of times (or units)	Number	Percent
1-8	87	67
9-16	21	17
17-24	9	7
25-32	1	1
33-40	2	2
41-48	2	2
57-64	2	2
73-80	2	2
97-104	1	1
Over 105	1	1
Total	128	101

17. How many times have you given blood
within the last 12 months?

Times	Number	Percent
None	100	78
1 time	12	10
2 times	9	7
3 times	3	2
4 times	3	2
8 times	1	1
Total	128	100

18. At what locations have you donated blood
during the past 12 months?

	Number	Percent
Red Cross Blood Center	8	24.4
Military unit	7	21.2
Local hospital	7	21.2
At work	2	6.0
At school	7	21.2
Community center (church, city hall, etc.)	0	
Some other organization (specify)	2	6.0
Not sure	0	
Total	33	100.0

DO NOT READ RESPONSES
UNLESS REQUESTED.

PART C

Next I'd like to ask you a few questions about Red Cross courses and services.

22. Within the last 24 months, have you taken any courses from the American Red Cross? Include courses in which you used Red Cross materials and received a Red Cross certificate regardless of whether you took the course at your worksite or elsewhere.

	Number	Percent
Yes	26	9
No	271	90
Not Sure	3	1
Total	300	100

23. What courses have you taken?

	Number	Percent
First aid	8	24
CPR	23	70
Swimming	2	6
Total	33*	100

* The N=33 because some respondents gave multiple responses.

24. Would you have been willing to pay for the Red Cross courses you have taken?

Yes		No		Not Sure		Have Paid		Total	
No.	%	No.	%	No.	%	No.	%	No.	%
21	81	2	8	1	3	2	8	26	100

25. Have you ever received disaster assistance or emergency services?

	Number	Percent
Yes	24	8
No	276	92
Total	300	100

PART D

Now I have just a few questions for statistical purposes.

28. Are you READ LIST

	Number	Percent
Employed full-time	150	50.0
Employed part-time	42	14.0
Retired, not employed	54	18.0
Not employed because a student or disabled	8	2.7
Full-time homemaker	36	12.0
Not employed for other reasons	10	3.3
Refused	0	0
Total	300	100.0

29. What kind of work do you normally do?

RECORD WORD FOR WORD; THEN PROBE, IF NEEDED, TO FIT OCCUPATION INTO FOLLOWING SCHEME.

	Number	Percent
Managerial/professional (with teachers and engineers	32	16.3
Technicians/sales/administrative support (with secretaries and clerks)	70	35.7
Service (with food/health/cleaning/protective and personal services)	53	27.0
Precision/crafts/repair (with mechanics, construction, tool and die, electricians)	13	6.6
Machine operators/laborers (with transportation)	19	9.7
Farm, forest, and fishery	1	.5
Military	8	4.1
Total	196	99.9

30. Are you single, married, divorced, widowed, or separated?

	Number	Percent
Single	48	16.0
Married	198	66.0
Divorced	25	8.3
Widowed	27	9.0
Separated	2	.7
Refused	0	0
Total	300	100.0

34. Which of the following income categories best describes your total 1985 household income? Stop me when I reach your category. Was it (READ LIST)?

		Number	Percent
INTERVIEWER: TOTAL HOUSEHOLD INCOME BEFORE TAXES FROM ALL SOURCES	\$7,500 or less	24	9.4
	\$7,501 to \$15,000	44	17.3
	\$15,001 to \$25,000	61	23.9
	\$25,001 to \$35,000	62	24.3
	\$35,001 to \$50,000	40	15.7
	\$50,001 or over	24	9.4
	Not sure	0	0
	Refused	0	0
Total		255	100.0

35. Are you white, black, Asian (oriental), American Indian, or Hispanic?

	Number	Percent
White	282	94.0
Black	9	3.0
Oriental/Asian/Pacific Islander	2	1.0
American Indian or Alaskan native	3	1.0
Other	3	1.0
Refused	0	0
Total	299	100.0

This completes the interview. Thank you very much for your assistance.

Sex	Number	Percent
Male	97	32
Female	203	68
Total	300	100

Chart 2

Comparison of Responses to Questions Found on Both
the Local and National Surveys

	Local Survey Percent	National Survey Percent
Respondents overall rating of the American Red Cross with excellent and pretty good categories combined.	84	82
Percent of respondents volunteering to work for a nonprofit organization over the past 12 months	27	28
Percent of respondents making a financial contribution, volunteering or giving blood to the American Red Cross within the past 12 months:		
Contribution	21	20
Volunteer	12	5
Blood	22	21
Percent of respondents asked to donate money, volunteer, or give blood to the American Red Cross within the past 12 months:		
Money	4*	15
Volunteer	3*	7
Blood	15	28
Percent of respondents who have ever donated blood.	42.7	44
Number of times respondents gave blood in their lifetime:		
1-8 times	67	67
9-15 times	17	19
Percent of respondents who have taken American Red Cross courses within the past 12 months.	9	9
Red Cross courses respondents have taken over the past 24 months:		
CPR	70	81
First Aid	24	26
Swimming	6	6
Health education	0	1
Activities that come to mind when respondents think of the American Red Cross:		
Disaster assistance	43	53
Blood	31	24
Training	5	4
Services to military families	4	15

*Locally, time periods for money and volunteering read "within the past 30 days" have you been asked to donate money or volunteer.

- continued